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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/625,745	07/26/2000	Albert Henricus Franciscus de Heer	GDT1P004	8534

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EXAMINER

AL HASHEMI, SANA A

ART UNIT	PAPER NUMBER
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2171

DATE MAILED: 10/08/2003

16

Please find below and/or attached an Office communication concerning this application or proceeding.

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Office Action Summary

Application No.

09/625,745

Applicant(s)

DE HEER ET AL.

Examiner

Sana Al-Hashemi

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 03 September 2003.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-24 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-24 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on _____ is: a) ☐ approved b) ☐ disapproved by the Examiner.
- If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. §§ 119 and 120

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).
- a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

Attachment(s)

- 1) ☐ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) _____.
- 4) ☐ Interview Summary (PTO-413) Paper No(s). _____.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other:

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DETAILED ACTION

Claim Status: 1-24 are rejected.

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 4/2/2003 has been entered.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claim 1-21 rejected under 35 U.S.C. 103(a) as being unpatentable over Maxwell et al. (US Patent No. 5,675,784) and further in view of Blinn et al. (US Patent No. 5,999,914)

1. Regarding Claim 1, 22, 23, and 24, Maxwell discloses a method of capturing data for use in a catalog, comprising:

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capturing product data for a product according to data model, the data model having one or more classes(see Fig. 2, step 50, Maxwell), each one of the one or more classes being defined by one or more categories (see Fig. 2, step 51, Maxwell), each of the one or more categories being defined by an attribute group having one or more attributes (see Fig. 2, step 53, column 8, lines 42-67, Maxwell);

Maxwell does not explicitly disclose the step of storing the product data including both a manufacturer SKU that identifies the product and a customer SKU that identifies the product, wherein the stored product data (see Fig. 14A, Maxwell), is suitable for use in an electronic catalog, the customer being a manufacturer, retailer, or distributor of the product. On the other hand, Blinn discloses the method of distributing data (see column 1, lines 6-9, Blinn). It would have been obvious to one of ordinary skill in the art at the time of the invention to add/modify Maxwell with Blinn by including the step storing the product data including both a manufacturer SKU that identifies the product and a customer SKU that identifies the product, wherein the stored product data is suitable for use in an electronic catalog, and the motivation would have been improving the use of the electronic catalogs for a wide market segment which will increase the number of users shopping online.

2. Regarding Claim 2, the combination of Maxwell/Blinn discloses a method wherein capturing product data includes:

classifying a product to be entered according to the data model (see column 7, lines 10-34, Maxwell);

rendering a data entry template associated with the category of the classified product, wherein the data entry template includes a listing of potential values associated with each of the

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attributes in the category of the classified product, wherein the listing of potential values identify values that are selectable as values for the associated attribute (see column 6, lines 45-48, Maxwell).

3. Regarding Claim 3, the combination of Maxwell/Blinn discloses a method wherein the rendering further includes repeating the listing of potential values for the classified product when the attribute group associated with the classified product is indicated to be a repeating group in the data model (see column 6, lines 15-18, Maxwell).

4. Regarding Claims 4, and 5, the combination of Maxwell/Blinn discloses a method wherein each attribute is associated with a possible value list including values that are selectable and selected searchable attributes are specified, wherein the step of capturing product data includes reviewing product information for a particular product and selecting specific values from the possible value list for each of the selected searchable attributes (see column 7, lines 60-67, Maxwell).

5. Regarding Claim 6, and 9, Blinn does not explicitly disclose creating a product header that is associated with the product, wherein creating the product header includes storing a system SKU associated with the product in the product header; storing a manufacturer SKU associated with the product in the product header; associating the product header with product information characterizing the product. However, Blinn discloses a unique value identifier that corresponds to the header in the SKU (see column 11, lines 1-15, Blinn) to uniquely identify the quantity and price for each item..

6. Regarding Claim 7, Maxwell discloses a method wherein the product information includes one of the one or more categories and a manufacturer product description, the

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manufacturer product description describing standard features of the product (see column 9, lines 27-31, Blinn).

7. Regarding Claim 8, and 17, Blinn discloses a method further including:

linking the product header to one or more images illustrating the product (see column 13, lines 13-35, Blinn).

8. Regarding Claim 10, 11, and 19, Blinn does not explicitly disclose a method further including: specifying one or more countries for which the product is adapted for sale. However, Blinn discloses the message value is initially set to "USA" which inherent there is a list of countries to select from (see column 10, lines 65-67, Blinn).

9. Regarding Claim 12, the combination of Maxwell/Blinn discloses a method further including:

linking to one or more related products that are recommended as related to the product (see column 5, lines 53-55, Maxwell).

10. Regarding Claims 13, and 14, the combination of Maxwell/Blinn discloses a method further including:

linking to platform compatibility information associated with the product (see column 5, lines 38-42, Maxwell).

11. Regarding Claim 15 the combination of Maxwell/Blinn discloses a method wherein each attribute has an associated possible value list that identifies values that are selectable as values for the associated attribute and wherein storing the product data further includes:

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storing selected attributes in an attribute table, each of the selected attributes being identified by a system SKU and having at least one of the values in the associated possible value list.

12. Regarding Claim 16, the combination of Maxwell/Blinn disclose a method wherein capturing product data for the product includes:

classifying the product according to a data model having one or more classes, wherein each of the classes is arranged to identify one or more associated categories and each of the categories is arranged to identify an associated attribute group having one or more attributes, each attribute having an associated possible value list that identifies values that are selectable as values for the associated attribute (see column 5, lines 43-52, Maxwell);

selecting at least one of the values in the associated possible value list for selected attributes in the associated attribute group(see column 2, lines 39-42, Maxwell);

inputting the selected values for the product to the system product data file (see column 2, lines 28-32, Maxwell).

13. Regarding Claim 18, the combination of Maxwell/Blinn discloses a method wherein capturing data for the product further includes:

inputting a marketing description associated with the product to the system product data file (see column 2, lines 43-54, Maxwell).

14. Regarding Claim 20, the combination of Maxwell/Blinn discloses a method wherein capturing data for the product further includes:

inputting to the system product data file a list identifying one or more related products that are recommended as related to the product (see column 5, lines 53-66, Maxwell).

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15. Regarding Claim 21, Maxwell discloses a method wherein capturing data for the product further includes:

inputting to the system product data file platform compatibility information associated with the product (see column 5, lines 10-12, Maxwell).

Examiner Response

Examiner respectfully traverses applicant's primary argument (s).

16. Referring to claims 1, Applicant argues Maxwell does not disclose the steps of "storing both a manufacturer SKU and a customer SKU that identifies the product, the customer SKU being associated with the customer for which the product data is being stored for subsequent distribution to the customer".

Examiner disagrees. Referring to 14D, step 831, Maxwell does teach the step of storing both manufacturer and customer SKU. For example the "bundle- product" includes both a manufacture and customer SKU (i.e., "product-SID" and "creator-USER-SID" are stored in the same storage. Column 9, lines 43-50, Maxwell discloses the method of storing the product ID associated with the user.

Applicant can not argues claim 1, which was originally, rejected under 103 rejection not a 102 rejection by attacking each reference individually In re Keller, 208 USPQ 871 CCPA 1981).

17. Applicant argues Maxwell does not teach the step of "data entry template including a listing of potential values". Examiner disagrees. Referring to Fig. 13, steps 163, and 146, column 6, lines 27- 58, Maxwell teaches the step of creating a classification from with list of chosen functions from the manufacturer, family, model, part number, is the template used by the

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Maxwell system, and the determination of products warranty and listing value depending partially on the warranty program for each product.

Points of Contact

Any inquiry concerning this communication or earlier communications from the examiner should be directed to: Sana Al-Hashemi whose telephone number is 703-305-4881. The examiner can normally be reached on Monday - Friday from 8:00 AM to 4:30 PM.. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Safet Metjahic, can be reached on (703) 308-1436. Any response to this office action should be mailed to: The Commissioner of Patents and Trademarks, Washington, D.C. 20231. Or telefax at phone number (703) 872-9306. For formal or draft communications, please label "PROPOSED" or "DRAFT". Hand-delivered response should be brought to: Crystal Park II, 2121 Crystal Drive, 6th Floor Receptionist, Arlington, Virginia. 22202.

Sana Al-Hashemi
Patent Examiner
Technology Center 2100
October 7, 2003


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